Graphic Design, Video Editing and Digital Intern for Public Affairs at the Foreign Service Institute



Project Title	Graphic Design, Video Editing and Digital Intern for Public Affairs at the Foreign Service Institute
Summery	Help bolster the Foreign Service Institute's digital storytelling capabilities by creating engaging, creative graphic design materials and video products for social media and digital communications, related to the importance of training to diplomacy.
Country	United States

Project Description

The Foreign Service Institute (FSI) is the chief learning organization for the Department of State and the U.S. government foreign affairs community. Our mission is to deliver world-class diplomatic training for American diplomats and foreign affairs professionals, ranging from foreign language acquisition to leadership and management, from applied information technology training to diplomatic tradecraft skills. FSI's training provides the future generations of diplomatic leaders with the tools and knowledge they need to carry out American foreign policy. (Learn more here: www.state.gov/fsi).

If you're interested in the intersection between education and diplomacy and want to grow your digital and design experience, this is a perfect internship for you! This is one of two virtual roles advertised within FSI's Office of Public Affairs. You will work closely with the team to help communicate and broadcast the crucial value of this training, and tell FSI's story to the rest of the State Department and key external stakeholders, collaborators and targeted audiences. In this internship, you'll use your stellar graphic design skills, movie editing experience, and knack for storytelling to develop content and messaging in line with FSI's brand, mission and objectives, and messaging. You'll also help with FSI's digital engagement surrounding a Department-wide initiative called "Heroes of U.S. Diplomacy" that helps educate the new generations of foreign affairs aficionados about the grassroots and groundbreaking yet lesser known contributions of historic and modern-day Department of State practitioners (Learn more here: www.state.gov/heroesofusdiplomacy).

Some potential projects include:

- •Curate engaging digital content such as infographics and design text to post on FSI's social media platforms (Twitter and LinkedIn)
- •Contribute to video editing and video curation for ongoing social media campaigns that highlight the importance of diplomatic training and related projects
- •Help populate a growing social media-planning calendar by researching trending hashtags, current world events, and content from industry peers
- •Conduct audience research to ensure we are benchmarking with industry peers and hitting our target audiences (foreign affairs community, adult training community, language learning community, diplomatic training academies)

•Assist with the creation of press and social media kits for the Heroes of U.S. Diplomacy initiative for use by U.S. embassies around the world

Required Skills or Interests

Additional Information

As an intern at FSI, you will have a unique vantage point into the State Department and how we train our diplomatic corps. Additionally, you will learn more about the Department's strategic communications, design thinking, and digital engagement. A successful intern will have a background and interest in graphic design – experience working with design programs (Adobe Creative Suite), video editing software (iMovie) or webapplications (Easil, Canva) is a plus. Join the team!

Language Requirements

None